

Development Management Sub Committee

Wednesday 11 March 2015

**Application for Advert Consent 15/00064/ADV
At Advertising Hoarding 54 Metres South West Of 124,
Slateford Road, Edinburgh
Erect illuminated freestanding digital display screen on steel
supporting structure.**

Item number	4.12
Report number	
Wards	A09 - Fountainbridge/Craiglockhart

Summary

The proposal will have a detrimental impact on public safety. Refusal is recommended.

Links

[Policies and guidance for this application](#) NSADSP,

Report

Application for Advert Consent 15/00064/ADV At Advertising Hoarding 54 Metres South West Of 124, Slateford Road, Edinburgh Erect illuminated freestanding digital display screen on steel supporting structure.

Recommendations

1.1 It is recommended that this application be Refused for the reasons below.

Background

2.1 Site description

The site is located at the junction of Hutchinson Terrace and Slateford Road and is immediately north west of the railway embankment. Slateford Station is located to the south east of the site and the surrounding area comprises a mix of commercial and residential uses.

2.2 Site History

16.12.2003 - Advertisement consent refused and appeal dismissed for conversion of existing 1x48 internally illuminated advertising unit to 48s size scrolling unit on the grounds that it would be detrimental to public safety (application reference: 03/02058/ADV).

Main report

3.1 Description Of The Proposal

The proposal is for the erection of a freestanding digital display screen on a steel supporting structure.

The digital display screen and frame will be in a landscape format with dimensions of approximately 6.6 metres in width and 3.4 metres in height, and will be angled to face north west towards Hutchinson Terrace. The total height of advertisement above the ground will be approximately 6 metres.

3.2 Determining Issues

Do the proposals affect the amenity of the locality? In the determination of the suitability of the site for the display of advertisements, the Planning Authority shall have regard to the general characteristics of the locality including the presence of any feature of historical, architectural, cultural or similar interest. The authority may disregard any advertisements displayed in the locality.

Do the proposals affect public safety? The Planning Authority shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air.

3.3 Assessment

To address these determining issues, the Committee needs to consider whether:

- a) the advertisement will harm the amenity of the area;
- b) the proposal is appropriate in terms of public safety;
- c) any impacts on equalities or human rights are acceptable; and
- d) any public comments raised have been addressed.

Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that advertisement control shall be exercisable only in the interests of (a) amenity and (b) public safety.

a) Amenity

The use of the site for the display of an advertisement hoarding has already been established by the existing static display hoarding. The proposed replacement hoarding is of a similar scale to the existing sign, and it is not considered that the proposed change from a static advertisement to a digital advertisement will adversely affect the existing amenity of the locality. The advertisement will not be directly overlooked by residential properties and will be set against the back drop of a raised railway embankment.

b) Public Safety

The Council's guidance on advertisements, sponsorship and city dressing states that digital advertising will be acceptable in principle in all its forms in defined town centres, other commercial and established advertising locations provided that there will be no adverse impacts on amenity and public safety.

Transportation has advised that the digital advert would distract road users which would be detrimental to public safety for both drivers and pedestrians. Concern is raised specifically regarding the existing signalised junction, the eye line of drivers, the personal injury accident record (nine personal injury accidents in five years including one serious), the proximity of a low bridge, and the presence of height activated signs. On this basis, Transportation objects to the proposal.

A proposal for the replacement of the existing static advertisement to a scrolling advertisement was refused on public safety grounds in 2003. The context has not materially changed since that application was determined (application reference 03/02058/ADV).

The proposal will have an unacceptable impact on public safety.

c) Equalities and Human Rights

This application was assessed in terms of equalities and human rights. No impact was identified.

d) Public comments

Three representations have been received, all of which object to the proposal. The objections raised are summarised as follows:

Material objections:

- Detrimental impact on public safety - this has been addressed in section 3.3 b).

Non-material objections:

- Not environmentally sustainable - the application is for advertisement consent and can be considered only against its impact on amenity and public safety in accord with Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

Conclusion

The proposal will have an unacceptable impact on public safety. Refusal is recommended.

There are no material considerations which outweigh this conclusion.

It is recommended that this application be Refused for the reasons below.

3.4 Conditions/reasons/informatives

Conditions:-

Reasons:-

1. The proposed advertisement is contrary to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) Part II Reg. 4(2) (b) in respect of public safety as it will distract the attention of road users to the detriment of the safety of both drivers and pedestrians.

Financial impact

4.1 The financial impact has been assessed as follows:

There are no financial implications to the Council.

Risk, Policy, compliance and governance impact

5.1 Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

Equalities impact

6.1 The equalities impact has been assessed as follows:

The application has been assessed and has no impact in terms of equalities or human rights.

Sustainability impact

7.1 The sustainability impact has been assessed as follows:

This application is not subject to the sustainability requirements of the Edinburgh Design Guidance.

Consultation and engagement

8.1 Pre-Application Process

There is no pre-application process history.

8.2 Publicity summary of representations and Community Council comments

Three representations have been received, all of which object to the proposal. The objections raised are summarised as follows:

- Detrimental impact on public safety; and
- Not environmentally sustainable.

These matters have been addressed in section 3.3 of this report.

Background reading/external references

- To view details of the application go to
- [Planning and Building Standards online services](#)
- [Edinburgh City Local Plan and Rural West Edinburgh Local Plan](#)
- [Planning guidelines](#)
- [Conservation Area Character Appraisals](#)
- [Edinburgh Local Development Plan](#)
- [Scottish Planning Policy](#)

**Statutory Development
Plan Provision**

The site is located within the Urban Area.

Date registered

9 January 2015

Drawing numbers/Scheme

01 - 06,

Scheme 1

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Links - Policies

Relevant Policies:

Non-statutory guidelines 'ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING' Provides guidance on proposals for advertisements, imposing restrictions on adverts on street furniture, hoardings, and at the roadside, and outlining the circumstances in which sponsorship, city dressing, banners and adverts on scaffolding should be acceptable.

Appendix 1

**Application for Advert Consent 15/00064/ADV
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Consultations

Transportation

I would advise that the application be refused.

Reasons:

Transport is concerned regarding the location of the proposed digital display advert in relation to:

- o the existing signalised junction;*
- o the eye line of drivers;*
- o the personal injury accident record (9 personal injury accidents in 5 years including 1 serious);*
- o the proximity of a low bridge; and*
- o the presence of height activated signs.*

I would confirm that a non-digital advert would not raise such significant concerns.

Location Plan



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